



Upper Iowa University



Bachelor of Science in Marketing

STUDENT DATA:

NAME: ROADMAP'S DEGREE

SSN: 000-00-0000

Credit Required	Potential Credit
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Basic Composition (ENG 101) [EN024B]

3.00

(A study and practice of expository writing, with narrative and descriptive compositions assigned regularly. Emphasis is on the development of sound understanding of rhetorical principles. College credit by examination may apply.)

{DANTES Code = 11.07.00}

English Composition II (ENG 102) [EN025B]

3.00

(A further study and practice of expository writing, with emphasis on research technique, persuasion and explanation. A formal research paper is required. Prerequisite: ENG 101. College credit by examination may apply.)

{DANTES Code = 11.07.00}

Speech Elective

3.00

(College credit by examination may apply. Visit the UIU website for a description of this course.)

{DANTES Code = 04.10.00}

Fine Arts/Literature/Foreign Language/Philosophy/Religion Electives

6.00

(College credit by examination may apply. Visit the UIU website for a description of courses available.)

{DANTES Code = 08.06.00 or most 08.XX.XX series or 17.03.00 or 17.13.00}

Computer Skills

3.00

(College credit by examination may apply. Visit the UIU website for a description of this course.)

{DANTES Code = 05.XX.XX series}

College Mathematics (MATH 105) or higher

3.00

(College credit by examination may apply. Visit the UIU website for a description of this course.)

{DANTES Code = 14.07.00}

Natural Science Electives - Biological or Physical Sciences

6.00

(College credit by examination may apply. Visit the UIU website for a description of this course.)

{DANTES Code = 16.13.00 or 16.99.00 or most 16.XX.XX series}

Macroeconomics (BA 211)	3.00
(A look at unemployment and inflation, fiscal and monetary policies, GNP, poverty and income redistribution, exchange rates and international trade. College credit by examination may apply.) {DANTES Code = 20.05.00}	
Microeconomics (BA 212)	3.00
(This course explores consumer choice and producer behavior, price theory, monopoly/oligopoly and competitive market structures, production costs, labor and wages. College credit by examination may apply.) {DANTES Code = 20.05.00}	
Cultures Elective	3.00
(College credit by examination may apply. Visit the UIU website for a description of this course.) {DANTES Code = 20.06.02 or some 20.01.02}	
Critical Thinking (ID 301)	3.00
(This course credit cannot be transferrd in. This course is a requirment for graduation. College credit by examination may apply. Visit the UIU website for a description of this course.)	
Accounting Principles I (BA 201) [AC025B]	3.00
(A study of accounting theory, record keeping, and the accounting cycle, with emphasis on accounting for the assets and related revenues and expenses reported on financial statements of a business organization. College credit by examination may apply.) {DANTES Code = 03.01.00}	
Accounting Principles II (BA 202) [AC025B]	3.00
(A continuation of BA 201, with emphasis on accounting for the liabilities, owners' equity and related revenues and expenses reported in financial statements of a business organization; and preparation and analysis of financial statements and an introduction to managerial accounting including product costing using job orders and process costing systems and cost-volume-profit relationships is included in this course. Prerequisite: BA 201. College credit by examination may apply.) {DANTES Code = 03.01.00}	
Marketing Principles (BA 208)	3.00
(This course surveys the role of marketing and its place in society, in profit and not-for-profit organizations. Emphasis is placed on consumer orientation, the marketing concept, product, price, distribution and promotion. The course provides a basis of understanding for advanced marketing courses. College credit by examination may apply.) {DANTES Code = 03.11.00}	
Management Principles (BA 210) [MG001B]	3.00
(A look at modern management theory, including both functional and behavioral approaches to the administration of business enterprises. College credit by examination may apply.) {DANTES Code = 03.10.00}	

Management Information System (BA 222) [MG009B]	3.00
(A study of the procedures involved in the accumulation, processing and dissemination of various types of information within an organization. Prerequisites: BA 210 and MIS 101. College credit by examination may apply.) {DANTES Code = 03.10.11}	
Business Ethics (BA 225) [BU063B]	3.00
(A course that seeks to recognize the distinctive set of problems encountered in the work environment, to study contrasting theories currently being used to make ethical decisions, and to apply those theories through examples and case studies.) {DANTES Code = 17.05.01}	
Business Law I (BA 302) [BU002B]	3.00
(An introduction to the nature and sources of law, and the methods by which laws are made; basic principles of contract law and property law as the foundations for business enterprise; tort law governing business relationships. College credit by examination may apply.) {DANTES Code = 12.01.00}	
Business Law II (BA 303) [BU002B]	3.00
(A survey of particular fields of law relevant to business operations; agency, partnerships, corporations; sales, commercial transactions, and bankruptcy; antitrust law; employment law; consumer protection. College credit by examination may apply.) {DANTES Code = 12.01.00}	
Corporate Financial Management (BA 341) [BU003B]	3.00
(An exploration of the instruments, policies and institutions involved in financing the business firm; the administration of these funds; and the distribution of profits. Prerequisite of BA 202. Successful completion of BA 211 and BA 212 recommended. College credit by examination may apply.) {DANTES Code = 03.02.01}	
Quantitative Decision in Business (BA 356) [BU008B]	3.00
(This course is designed for business learners who have a good foundation in pre-calculus mathematics, algebra, and elementary statistics. Topics will include an introduction to business quantitative methodology, decision making and planning under conditions of uncertainty, resource allocation, distribution and scheduling, inventory management, and business simulation. This course will be case-driven as part of the learning process. Prerequisites: MATH 105 (or MATH 111), MATH 220, and MIS 101.)	
Human Resource Management (BA 361) [MG002B]	3.00
(An overview of the policies and procedures in personnel administration in American business, including uses, sources, motivation and maintenance of employees, with major emphasis on the dynamics of social organization. Successful completion of BA 210 recommended.) {DANTES Code = 03.13.00}	

Economics of International Business (BA 488) [MG010B]	3.00
(Understanding of the global economy and an awareness of the political, historical, and social environment in which international business operates. Successful completion of BA 210 recommended.) {DANTES Code = 03.08.00}	
Elementary Statistics (MATH 220)	3.00
(An introduction to the simpler problems of statistical inference; descriptive statistics, probability distributions, estimation of parameters and level of significance, regression and correlation. This course may not be completed for additional credit by learners who have completed MATH 226. College credit by examination may apply.)	
Consumer Behavior (BA 358)	3.00
(This course provides a survey of research findings on consumer behavior drawn from marketing, economics, sociology, psychology, and anthropology. Emphasis is placed on applications of research to consumer satisfaction and on developing an understanding of the consumer decision-making process. Prerequisite: BA 208.) {DANTES Code = 03.11.02}	
Advertising and Integrated Marketing Communications (BA 363)	3.00
(This course examines advertising and its role in marketing. Included is a survey of the history of advertising, the media and communication models, and an introduction to the creative side of advertising. Emphasis is placed on the formulation of objectives for advertising programs. Prerequisite: BA 208.) {DANTES Code = 04.01.00 or 04.01.09}	
International Marketing (BA 424)	3.00
(This course builds on topics from Marketing Principles, as applied to global situations. Emphasis is on the development of an appropriate marketing mix for international target markets. The importance of consumer orientation is stressed; international marketing research, consumer behavior and cultural sensitivity are examined. Prerequisite: BA 208.)	
Marketing Research (BA 451)	3.00
(This course is an examination of the information link between organizations and the consumers they seek to serve. Emphasis is placed on developing an understanding of the nature of marketing problems, types of research available, sampling techniques, applied statistics and questionnaire formulation. The steps of the research process are explored in depth. Prerequisites: MATH 220 and completion of at least nine semester credits in marketing courses.)	
Marketing Cases (BA 456)	3.00
(This course provides an in-depth exposure to strategic planning for marketing, using cases as illustrative examples. Emphasis is placed on extensive situation analysis, objective and criterion formulation, and alternative selection and implementation. Prerequisite: Completion of at least nine semester credits in marketing courses.)	

Senior Project (ID 498) 3.00

(Visit the UIU website for a description of this course.)

Marketing Major Electives 3.00

(Choose one course from the list below:

Sales Management (BA 315)

Retailing (BA 355)

Marketing Management (BA 380)

Cont Topics in Marketing (BA 459)

Visit the UIU website for a description of these courses.)

{DANTES Code = 03.11.00 or 03.11.02 or 03.11.05 or 04.01.01 or 04.01.09}

Free Electives 21.00

(College credit by examination may apply. Visit the UIU website for a description of courses available.)

Excess or Duplicate Credit

TOTAL 120.00 0.00

Thank you for requesting support from the U.S. Coast Guard Institute (CGI). Whereas we serve as an activity in support of your unit Educational Services Officer (ESO), you are encouraged to seek assistance from your local ESO in your academic endeavors. The following information is provided to help you understand what is presented in this degree plan:

This document is an UNOFFICIAL Degree Plan to provide you with a preliminary assessment of how your prior learning experiences might fit into the specified degree program for this academic institution. If you choose to pursue this degree option, you must present it to a college representative, who will review it for the following:

- o Accurate representation of the college's degree program requirements, including course numbers and titles, credit hours for each course, lower- and upper-level course requirements, and the total number of credits needed for the degree.

- o Appropriate assignment of ACE Guide-recommended credit at the lower or upper level for military service schools and occupations, CLEP, DSST, and other tests, transfer credit for courses from other colleges and universities, certification programs, etc.

- o Appropriate assignment of SOC Course Category Codes from the SOC Handbook Transferability Tables. The SOC Degree Program Handbooks can be obtained from the SOC web site at: www.soc.aascu.org should you wish to learn more about the course transfer guarantees among SOC network institutions.

IMPORTANT NOTE: When you are ready to seek admission into this degree program, please contact the USCG Institute at 1-405-954-7241. Your advisor will send the college or university an official U.S. Coast Guard Institute transcript, a copy of the degree plan, and a ready-for-signature SOC Student Agreement which, when signed by a college official, becomes a contract for degree completion committing the

college or university to supporting you in your academic endeavors.

Credit for all courses you have taken must be reflected on official transcripts sent directly to this college from the administrative offices of the colleges you previously attended. This degree plan is often used for information purposes by college counselors pending receipt of the official transcripts from the source colleges.

This degree plan is not intended to compete with your local college or university. Keep in mind, you are allowed to transfer in a significant amount of the degree requirements to this institution. As such, credit from local colleges, college level examination programs, or advanced military training may be applied to this degree. You may also complete the courses necessary from this college either in residence (on campus or possibly on a military base at a campus extension in the Education Center) or through distance delivery of the courses. If you have questions, please contact the college counselor or your advisor listed at the bottom of this Degree Plan.

DEGREE PLAN LEGEND:

SH = Semester hours
VOC = Vocational, not relative to an academic degree
LL = Lower Level, i.e. courses at the Freshman/Sophomore level
UL = Upper Level, i.e. courses at the Junior/Senior level
GL = Graduate Level (sometimes recommended by ACE for very complex courses)
[#] such as [EN024A] or [EN024B] = SOC Course Category Codes*
{#} such as {DANTES Code = 01.02.03} = DANTES Academic Codes **

* SOC Course Category Codes: Service members Opportunity Colleges (SOC) is a consortium of over 1,600 accredited colleges and universities seeking to provide degree opportunities to the military. Over 170 of these institutions participate in network degree programs developed for the Army, Navy, Marine Corps, and Coast Guard. A SOC course category number beside a course from one of these institutions, such as [EN024A] or [EN024B] for English Composition, indicates that courses from other degree program institutions with the same code may be taken to satisfy the degree requirement. See the SOC Degree Programs Handbooks at <http://www.soc.aascu.org/>

** DANTES Academic Codes: The Defense Activity for Non-Traditional Education Support (DANTES) publishes the DANTES Independent Study Catalog (DISC) annually, which lists more than 6,000 courses from dozens of regionally accredited colleges and universities. Because this is a degree from a SOC affiliated college, the academic residency requirements are limited, thereby allowing students to transfer in a significant portion of the degree, as mentioned above. If the course you desire to take is not offered by this institution when you want to take it, consider the opportunities the courses in the DISC present. For more information, visit http://www.dantes.doded.mil/dantes_web/distancelearning/disc/front/cont.htm Keep in mind, you should always check with the counselor or academic advisor at this institution before enrolling in a course listed in the DISC to ensure it will be accepted in transfer toward this degree.

Upper Iowa University (UIU) General Information:

Upper Iowa University, the largest private college in Iowa, is a four-year, liberal arts institution of higher learning offering quality degree programs to over 700 on-campus students and to over 5,000 center, graduate, and independent study students. One of the oldest universities in the nation, UIU was established in 1857 and is a nonprofit organization. Located in the city of Fayette in the scenic Volga River Valley of northeast Iowa, Upper Iowa University provides education to a widely diverse student clientele, including both recent high school graduates and mature learners. UIU is regionally accredited by the Higher Learning Commission of the North Central Association. In addition, degrees in business are accredited by the International Assembly for Collegiate Business Education (IACBE).

Upper Iowa University has been delivering courses at a distance for over 32 years. They offer courses and degree programs through the External Degree Program which allow up to six months for completion, yet allows completion at a faster pace for motivated students. This program is supported with open enrollment: You may be admitted to the program and enroll in a course at any time during the year.

For those who prefer interaction with other students, the Online Degree Program enable completion of courses in a virtual classroom environment. These asynchronous courses are offered six times per year for terms eight weeks in length. Students are expected to participate in online classroom discussions at least five times per week.

Upper Iowa University recognizes that students in higher education come with many experiences and from varied backgrounds. Learning experiences gained through training programs and academies may be reviewed and evaluated for academic credit. In addition, a portfolio process has been developed to determine students' achievements and demonstrated learning outcomes. Students can earn up to 30 semester credits of college credit for prior learning experience. Contact the External Degree director/academic advisor for information on the guidelines and procedures.

Because the documentation process required of you is extensive, and since the evaluation of this documentation by Upper Iowa staff demands considerable time, you must be accepted for admission and registered for at least one course through Upper Iowa University before you apply for experiential learning credit. Experiential learning credits do not reduce the minimum required 30 semester credits of course work through Upper Iowa University for a bachelor's degree. Experiential learning credits do not apply to the 60 semester credits needed to graduate with Magna or Summa Cum Laude honors.

Fees for experiential learning credit granted are assessed at \$60 per semester credit. However, there is no charge for training with an American Council on Education (ACE) recommendation. All fees are due within 90 days of assessment, and before credit will be recorded on your transcript. An official transcript will be issued only after you complete a course with Upper Iowa University.

Military members receive in-state rates with 10% discount at UIU.

2004-2005 Undergraduate Tuition and Fees: Online - \$269 per credit hour, with military discount \$242 per credit hour. (Subject to change) External Degree - (Independent study courses) - \$217 per credit hour, with military discount \$195.00 per credit hour. (Subject to Change) Application fee: Online Program - \$50.00

External Degree Program - \$35.00 (Subject to change)

Employees of government agencies, corporations, and private business may be eligible for military tuition rates if they are members of any of the seven Military Reserve or National Guard components. Check with the admissions office to determine eligibility if applicable.

To discuss your next step toward earning this degree with UIU, contact:

Barb Schultz
Director, External Degrees
Upper Iowa University
PO Box 1861
Fayette, IA 52142
1-888-877-3742
(563) 425-5283
E-mail: schultzb@uiu.edu
Website: www.uiu.edu

POLICY NOTES:

General Requirements:

- "D" scores are accepted in transfer as long as a 2.0 GPA can be attained.
- A maximum of 90 hours of college level testing may apply to this degree.
- A maximum of 90 hours of all non-traditional credit (college testing and military credit) may apply to this degree.
- A minimum of 30 hours of coursework must be taken from UIU

Note: It is recommended that students fulfill general education requirements with courses different from those required in the major. Up to 78 lower division and an additional 12 upper division semester credits from accredited institutions may be applied toward the minimum 120 semester credits required for degree completion. At least 36 credits must be earned in courses numbered 300 or above from a four-year institution. Of these, at least 18 must be in the major. A minimum of 30 credits total and 6 credits in the major must be completed at Upper Iowa University. A minimum 2.00 GPA, both in major and cumulatively, is required at the time of graduation.

This college is rated as one of the nation's best in U.S. News & World Report's "America's Best Colleges" issue.

Evaluation completed by: Charles Morrison

On: 31 July 2007